



Get the support you need to take your firm further with Xero

Some accounting firms tell us they are feeling more pressure this year – pressure to adopt AI and leverage automation, to expand their services into advisory, and to grow their team among one of the worst [talent shortages](#) the field has ever experienced. There simply aren't enough hours in the day to do it all.

If any of that sounds familiar, you don't have to go it alone. Let Xero take some of the stress off your plate.

How Xero can support your growth

1 Get the education and support you need to further improve your practice

Unlock access to resources and support when you join [Xero's partner program](#). With free trainings, skills-based courses, and 24-7 on-demand support, you'll be well on your way to tackling your firm's biggest challenges. Plus, gain access to a network of 250,000+ peers and earn rewards that benefit both you and your clients.

We've gotten some amazing help from partner consultants, success managers, account managers, and everybody in the entire Xero ecosystem.

Eric Henderson
Partner, High Echelon CPA



[Xero] really helps us get to a more efficient process with our team and allows us to focus more on the stronger deliverables to our client ... Technology has helped our growth. We can reach more clients, different industries, and go global.

Kelly Watson
Accounting Services
Director, BNA CPA



2 Eliminate manual effort that takes up your attention

Leveraging Xero's connected ecosystem can save you countless hours on cumbersome manual tasks like data entry, manually paying bills, chasing down payments, and reconciling statements from your bank. With these tasks under control, you have more time to focus where it matters.



3

Make your advisory dreams a reality



Not only can Xero help free up your time by automating manual tasks, but its automated project tracking and dashboards make it easy for them to understand their financial picture. So you can move past explaining their income statement and tax forms, and start co-strategizing on the metrics that matter to their business.

”

We can move from being just a once-a-year shoebox and tax return firm to being an advisor throughout the year.

Lenny Williams
Strategic Lead and Project Manager, Baker Tilly



So much to do, so little time

Accountants rate AI as the top opportunity of the year according to our *2025 State of the Industry Report*. Teams feel optimistic about AI and its capacity to handle rote, automate-able tasks to free up accountants for more advisory work – *whether they’ve fully adopted it, however, is another story.*

After AI, accountants rate advisory as the next most important opportunity. Almost all (91%) of practices that have begun offering this service said it makes them look more knowledgeable to clients and helps them better meet their clients’ needs. And the two are interrelated – many accountants are looking to AI to help free them up to do advisory.

Along with helping them meet their clients’ needs, practices say advisory improves retention and engenders more trust. A high number said it helps them expand into new industries. But getting to the point where you can unlock those benefits can be a challenge.

The barriers to advisory and other opportunities

While AI holds the potential to make practices immensely more efficient, adopting it presents challenges. Namely, practices will have to learn, adopt, and integrate it, and essentially reinvent the business model they have long used. About a third (32%) of practices plan to use AI to automate rote tasks like reconciling transactions, sending invoices, scanning documents, and the like.

Similarly, developing an advisory practice is one of the best ways to grow your business in the current market, however, many firms struggle with the transition.

91%

of practices that began offering advisory said it makes them look more knowledgeable to clients and helps them meet their clients’ needs.

Xero, *2025 State of the Industry Report*

**32%**

of practices plan to use AI to automate rote tasks like reconciling transactions, sending invoices, scanning documents, etc.

Our research shows that moving into advisory services has presented challenges for more than half of firms (56%). Of these firms, large practices are the most inclined to struggle, with almost three-quarters (71%) citing challenges moving into advisory.

That's not to mention the challenges of robotic process automation, adopting cloud technology, or hiring amongst a talent shortage. It's a hard journey to take alone. Which is why you shouldn't.

My practice has experienced challenges with offering client advisory services

36%
Solo practices

65%
Small firms

59%
Medium firms

71%
Large firms

Xero has you covered

With Xero, you gain access to a whole host of support to help you as your firm navigates the more pressing challenges of the day.

Use Xero's full suite of automations and app ecosystem to reduce the workload of tedious, manual tasks that take your focus from your biggest opportunities. Spend less time cleaning up your clients' books and more time seizing the opportunities that matter now.

Plus, with Xero's partner program, you gain access to a network of peers and supporters who you can connect with as you navigate your journey. Whether you want to adopt AI, level up your advisory services, or figure out how to hire in an uncertain market, the partner network is here for you.

Turn "someday" into "today" with Xero

There's so much for today's accounting firms to think about that it's impossible to do it all - unless you have help.

Xero empowers accounting firms to take action on the things that matter most to your business. From adopting AI to automating tedious tasks to building out that advisory service you've always wanted, Xero is here to support your firm so you can thrive. Plus, you can access thousands of like-minded partners who can also provide their knowledge and support.

Stop letting opportunities pass you by and start taking action with Xero today.

